fidence, to buy a set which is an absolute lethal hazard. I think that is something that one ought to be greatly concerned with.

In the list of material we submitted for Senator Magnuson's committee which concerns itself with the problem of product hazards, we list a substantial number of TV sets—substantial number is an exaggeration—we list a few TV sets we found on the market that you might have bought that could have presented a lethal hazard, so if you touched some accessible part of this set inadvertently or if your child with a probing finger touched some accessible part of this set and at the same time was touching a radiator or water pipe of some sort, he could have been electrocuted. This, it seems to me is a matter of great concern.

There is no law in this country which will prohibit a producer from putting such a set on the market. There are such laws in most European countries which prohibit putting such a set on the market. In fact, the producer is required in advance to have his set tested to certify that it is in fact safe before he is permitted to market that set.

So that in the case of the complex products where the possibility of developing a body of experience doesn't exist, the need it seems to me is even greater.

Far be it from me to denigrate the importance of teaching newlyweds how to buy a good banana and how to buy a good orange. There is much one needs to learn about this. Much of it already exists in Government publications, by the way, which are available to the consumer.

I think part of the problem this committee might want to concern itself with is how better to publicize this information, how better to get into the hands of the consumer that information which already exists. The fact that it exists in a GPO catalog is not enough reason to believe that people will read it. The other part of the problem is to put it in language and in a form which would be of interest to people.

I will proceed with the prepared testimony.

Without good information about the product, the consumer gives his patronage to the wrong producer. I am now concerning myself with the problem of consumer information as an appropriate balance wheel to insure that a free market works most effectively in a competitive economy. The consumer doesn't have good information, he may reward the wrong producer, namely, the one who produces the inferior product. The reward often goes to the clever advertiser, the ingenious packager, the wily "motivational" researcher, the most seductive credit plan, and not to the most efficient producer of the best product. The consequences to our economy are waste of natural and human resources to the detriment of all.

I do not want to leave the impression that the consumer's need for information is completely unsatisfied. Much is available.

In addition to the Federal Government information I have already mentioned, the States and even local governments have many programs to help the consumer. Your own committee's studies, published in 1961, provide the most definitive descriptions of these activities. In addition, information is available from private publications such as our own consumer reports, Changing Times, the women's and so-called shelter magazines, the specialized product magazines dealing with photography, "hi-fi" equipment, automobiles, and others. Also disseminated but somewhat more biased, is material from trade organizations like the National Electrical Manufacturers Association, American